

Media Effective (TD x0941 and TD x5466) - Summary of Activity by Year

#	Individual / Entity	Year [1]								Total	Notes
		2016	2017	2018	2019	2020	2021	2022	2023		
Incoming Funds Source											
1	NRIA	\$667,480	\$886,150	\$2,063,070	\$3,046,950	\$12,618,792	\$16,114,705	\$1,125,143	\$0	\$36,522,290	
2	Javier Torres	-	23,010	20	-	300,000	785,000	1,968,000	280,000	3,356,030	
3	Media Effective	-	-	-	300,000	480,000	120,000	200,000	-	1,100,000	
4	Other	12,860	121,000	268	-	-	-	130,000	-	264,128	[2]
5	Total	\$680,340	\$1,030,160	\$2,063,358	\$3,346,950	\$13,398,792	\$17,019,705	\$3,423,143	\$280,000	\$41,242,448	
Outgoing Funds Use											
6	Advertising Agency	(\$329,923)	(\$509,025)	(\$1,142,525)	(\$1,590,981)	(\$6,928,445)	(\$9,535,390)	(\$3,510,742)	\$0	(\$23,547,031)	[3]
7	Javier Torres	(274,000)	(120,500)	(272,240)	(992,000)	(5,439,000)	(3,455,000)	(592,875)	(167,000)	(11,312,615)	
8	Investment Account	-	(209,000)	(9,800)	(13,500)	(21,500)	-	(3,208,000)	(500,000)	(3,961,800)	
9	Media Effective	-	-	-	(300,000)	(480,000)	(120,000)	(200,000)	-	(1,100,000)	[4]
10	Englewood Spanish Church	(13,711)	(15,125)	(39,864)	(93,856)	(181,040)	(198,135)	(12,750)	-	(554,481)	
11	Javier Torres Family Member	-	(255,000)	(2,000)	(27,745)	(3,400)	-	-	-	(288,145)	
12	Government Payments (Taxes)	(3,000)	-	(1,600)	(1,600)	(11,150)	(50,743)	(111,367)	(600)	(180,059)	
13	Car Purchase	-	-	-	(91,661)	(42,571)	(500)	-	-	(134,732)	
14	Other	(1,556)	(122,383)	(22,940)	(26,200)	(6,700)	(4,632)	(132,747)	(143,503)	(460,660)	
15	Total	(\$622,190)	(\$1,231,033)	(\$1,490,969)	(\$3,137,543)	(\$13,113,805)	(\$13,364,399)	(\$7,768,480)	(\$811,103)	(\$41,539,523)	

#	Use of NRIA Funds	Year								Total
		2016	2017	2018	2019	2020	2021	2022	2023	
16	Incoming from NRIA (Line #1)	\$667,480	\$886,150	\$2,063,070	\$3,046,950	\$12,618,792	\$16,114,705	\$1,125,143	\$0	\$36,522,290
17	Outgoing to Advertising Agency (Line #6)	(329,923)	(509,025)	(1,142,525)	(1,590,981)	(6,928,445)	(9,535,390)	(3,510,742)	-	(23,547,031)
18	Estimated Mark-Up	\$337,557	\$377,125	\$920,545	\$1,455,969	\$5,690,347	\$6,579,315	(\$2,385,599)	\$0	\$12,975,259
19	Estimated Mark-Up Percentage	51%	43%	45%	48%	45%	41%	n/a	n/a	36%

Notes

[1] The analysis is limited to the period for which account statements were received from January 1, 2016 through August 2023. Years are on a calendar-year basis.

[2] On or around September 12, 2016, a \$12,860 deposit was identified from advertiser Chief Media LLC.

[3] Over 94% of the total advertising agency payments identified from the Media Effective bank accounts went to Hybrid Media Services.

[4] A \$300,000 deposit on December 3, 2019, was noted in Media Effective's TD Bank x5466 account. Using the information currently available, the source of the funds was unable to be confirmed. However, due to the same date and deposit amount, the incoming funds likely originated from Media Effective's TD x0941 account.



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